

CLAIMS

1. An information service method, comprising the steps of:

5 synchronously transmitting program data and information associated with at least a consumer commodity that appears in a program of the program data;

10 receiving the program data and the information associated therewith;

15 reproducing the received program data and displaying the reproduced data on a displaying portion; and

15 extracting information associated with one selected from a plurality of consumer commodities displayed on the displaying portion and displaying the information associated with the selected consumer commodity.

20 2. The information service method as set forth in claim 1, wherein the method is information that represents a method for buying the selected consumer commodity.

25 3. The information service method as set forth in claim 2, wherein the selected consumer commodity is displayed on a child screen of the displaying portion.

4. The information service method as set forth in claim 3, wherein the selected consumer commodity and the information associated therewith are switchably

displayed on the child screen.

5. The information service method as set forth in claim 4, wherein the information associated with the selected consumer commodity contains at least information about the price of the selected consumer commodity and information about the name that distinguishes the selected consumer commodity.
10. The information service method as set forth in claim 5, wherein the information associated with the selected consumer commodity further contains information about a store from which the selected consumer commodity can be bought.
15. The information service method as set forth in claim 5, wherein the information associated with the selected consumer commodity further contains information representing how the selected consumer commodity can be bought through a network.
20. The information service method as set forth in claim 4, wherein the information associated with the selected consumer commodity is information that designates a home page for a program of the program data.
25. The information service method as set forth in claim 2, wherein the selected consumer commodity is displayed on at least one of the displaying portion and a commander displaying portion operated by a viewer.
10. The information service method as set forth

in claim 9, wherein the information associated with the selected consumer commodity is displayed on at least one of the displaying portion and the commander displaying portion.

5. 11. The information service method as set forth in claim 9, wherein the information associated with the selected consumer commodity contains at least information about the price of the selected consumer commodity and information about the name distinguishing the selected consumer commodity.

10. 12. The information service method as set forth in claim 11, wherein the information associated with the selected consumer commodity further contains information about a store from which the selected consumer commodity can be bought.

15. 13. The information service method as set forth in claim 11, wherein the information associated with the selected consumer commodity further contains information representing how the selected consumer commodity can be bought through a network.

20. 14. The information service method as set forth in claim 9, wherein the information associated with the selected consumer commodity is information that designates a home page for a program of the program data.

25. 15. The information service method as set forth in claim 1, wherein the program data and the

information associated with the selected consumer commodity are transmitted through a bi-directional communication network.

16. The information service method as set forth
5 in claim 1, wherein the information associated with the selected consumer commodity is data paired with bit map addresses of a display screen for the program data.

10 17. The information service method as set forth in claim 1, wherein the information associated with the selected consumer commodity is transmitted so that the information is synchronized with a picture of the program data.

15 18. An information service method, comprising the steps of:

15 synchronously transmitting program data and information associated with at least a program of the program data;

receiving the program data and the information associated therewith;

20 reproducing the received program data and displaying the reproduced data on a displaying device; and

25 extracting information associated with a portion that a viewer desires and selects from a program displayed on the displaying device from the information associated with the program.

19. The information service method as set forth

in claim 18, wherein the information associated with
the program contains at least one of information
associated with a consumer commodity that appears in
the program, information associated with music used in
the program, and information associated with a facility
that appears in the program.

20. The information service method as set forth
in claim 19, wherein at least one of the information
associated with the consumer commodity, the information
associated with the music, and the information
associated with the facility selected by the viewer
from the program is extracted from the information
associated with the program.

21. The information service method as set forth
in claim 20, wherein the extracted information contains
at least the information associated with the price of
the selected consumer commodity, the information
associated with the name that distinguishes the
selected consumer commodity, the information associated
with the title of the selected music, the information associated
with the name of the selected facility, and
the information representing the location of the
selected facility.

22. The information service method as set forth
in claim 21, wherein the extracted information further
contains information associated with a store from which
the consumer commodity or the medium that contains the

music can be bought.

23. The information service method as set forth in claim 21, wherein the extracted information further contains information representing how the consumer commodity or the music data can be bought through a network.

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24. The information service method as set forth in claim 20, wherein a portion selected by the viewer is displayed on at least one of the displaying device and a displaying portion of a commander operated by the viewer.

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25. The information service method as set forth in claim 24, wherein the extracted information is displayed on at least one of the displaying device and the displaying portion of the commander.

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26. The information service method as set forth in claim 18, wherein the information associated with the program is information that designates a home page for the program of the program data.

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27. The information service method as set forth in claim 18, wherein the program data and the information associated therewith are transmitted through a bi-directional communication network.

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28. The information service method as set forth in claim 18, wherein the information associated with the program is data paired with bit map addresses of a display screen for the program data.

29. The information service method as set forth in claim 18, wherein the information associated with the program is transmitted so that the information is synchronized with a picture of the program data.

5 30. A data terminal unit, comprising:
a processing portion for receiving program data and information associated therewith and reproducing the received program data, the program data being transmitted through a communication network, the information being transmitted in synchronization with the program data;

a displaying portion for displaying the program data reproduced by said processing portion; and
a commander operated by a viewer.

15 wherein information associated with a portion that the viewer desires and selects from a program displayed on said displaying portion from the information associated with the program.

31. The data terminal unit as set forth in claim 20, wherein said commander comprises a commander displaying portion, and wherein the data terminal unit displays the information associated with the portion that the viewer desires on at least one of said displaying portion and said commander displaying portion.

25 32. The data terminal unit as set forth in claim 31, wherein a picture of the portion that the viewer

desires is displayed on said displaying portion and said commander displaying portion.

33. The data terminal unit as set forth in claim 32, wherein a child screen is formed on said displaying portion, the child screen switchably displaying the extracted information and the picture of the portion that the viewer desires.

34. The data terminal unit as set forth in claim 30, wherein the information associated with the program contains at least one of information associated with a consumer commodity that appears in the program, information associated with music used in the program, and information associated with a facility that appears in the program.

35. The data terminal unit as set forth in claim 30, wherein a home page for the portion that the viewer desires and selects from the program displayed on said displaying portion can be accessed corresponding to the information associated with the program data through the communication network.

36. The data terminal unit as set forth in claim 30, wherein the information associated with the program data is transmitted so that the information is synchronized with a picture of the program data.

37. A data transmitting and receiving apparatus, comprising:

a transmitting portion for synchronously

transmitting program data and information associated therewith through a communication network;

5 a processing portion for receiving the program data and the information associated therewith that have been synchronously transmitted through the communication network and reproducing the received program data;

10 a displaying portion for displaying the program data reproduced by said processing portion; and

15 a commander operated by a viewer,

wherein information associated with a portion that the viewer desires and selects from a program displayed on said displaying portion from the information associated with the program.

20 38. The data transmitting and receiving apparatus as set forth in claim 37, wherein said commander comprises a commander displaying portion, and wherein the data terminal unit displays the information associated with the portion that the viewer desires on at least one of said displaying portion and said commander displaying portion.

25 39. The data transmitting and receiving apparatus as set forth in claim 38, wherein a picture of the portion that the viewer desires is displayed on said displaying portion and said commander displaying portion.

40. The data transmitting and receiving apparatus

as set forth in claim 39, wherein a child screen is formed on said displaying portion, the child screen switchably displaying the extracted information and the picture of the portion that the viewer desires.

5 41. The data transmitting and receiving apparatus as set forth in claim 37, wherein the information associated with the program contains at least one of information associated with a consumer commodity that appears in the program, information associated with music used in the program, and information associated with a facility that appears in the program.

10 42. The data transmitting and receiving apparatus as set forth in claim 37, further comprising a server device for storing the information associated with the program data, wherein said processing portion can access a home page for the portion that the viewer desires and selects from the program displayed on said displaying portion corresponding to the information associated with the program data through the

15 20 communication network.

43. The data transmitting and receiving apparatus as set forth in claim 37, wherein said transmitting portion multiplexes the information associated with the program data and transmits the multiplexed data so that the information associated with the program data is synchronized with a picture of the program data.

25 44. A data transmitting apparatus for

transmitting program data and information associated therewith so that the information associated with the program data is synchronized with a picture thereof.

45. The data transmitting apparatus as set forth
5 in claim 44, wherein the information associated with the program data is multiplexed with the program data and the multiplexed data is transmitted.

46. The data transmitting apparatus as set forth
10 in claim 44, wherein the information associated with the program contains at least one of information associated with a consumer commodity that appears in the program, information associated with music used in the program, and information associated with a facility that appears in the program.

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